



BULGARIA

Population: 7,057,504 | GDP: \$153.5 billion | Language: Bulgarian | Unicorns 2009-2018: 0



What did Bulgaria do right?

Bulgarians enjoy low federal commercial and individual marginal tax rates of 10 percent. The country welcomes short-term rentals, requiring that hosts declare income from rentals on annual tax filings. Almost 40 percent of all degrees awarded in Bulgaria are in STEM fields, earning the country a B in Human Capital.



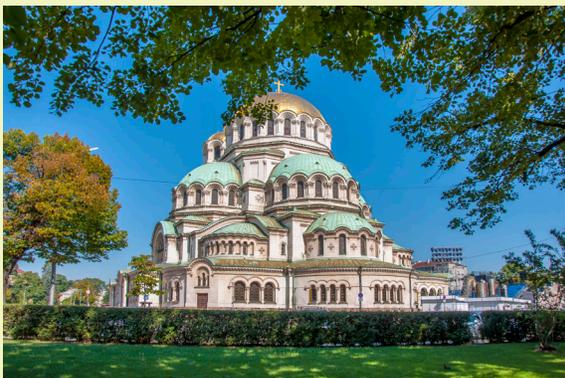
What can Bulgaria do better?

Bulgaria could ease restrictive drone rules, which require written permission from the Bulgarian Civil Aviation Administration, and enact policies to allow ridesharing and testing of self-driving vehicles.

KEY TAKEAWAYS

In its Scorecard debut, Bulgaria has been named an Innovation Adopter, thanks in part to two particularly bright spots.

With top individual and corporate tax rates of 10 percent — lower than any other Scorecard country except Hungary — Bulgaria supports its innovators with one of the friendliest tax regimes on the Scorecard.



Credit: Ava Babili, Flickr

Bulgaria also earned an A for its welcoming policies toward Short-Term Rentals, which have become very popular, especially in the capital city of Sofia.

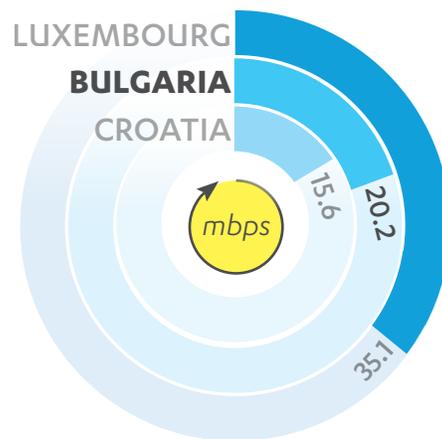
The country has room for improvement in how it welcomes other emerging technologies, however.

Bulgaria earned a D in Ridesharing, as a cloud of legal uncertainty prevents platforms from operating freely throughout most of the country. The country also earned a D in Drones, due to onerous permit restrictions and a lack of clear policy.

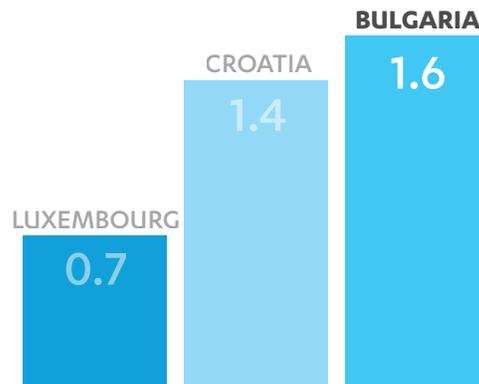
In Human Capital, however, Bulgaria earned a B, awarding nearly 40 percent of college degrees in science, technology, engineering and math (STEM) fields. The country leads Europe in the share of women studying and working in technology. Bulgarian women and girls account for over 33 percent of information and communication technologies students, twice the European Union average.

Sources: (Eurostat) (ZDNet)

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Entrepreneurial Activity

The ease of starting a business in Bulgaria is above average, and the new business entry rate is average at 10.89 per 1,000 people.



Human Capital

32.5 percent of Bulgaria's workers are highly skilled, and the country awarded 39.6 percent of its college degrees in STEM fields.



Diversity

Immigrants make up only 2.2 percent of the population, and the country is somewhat ethnically diverse.



Environment

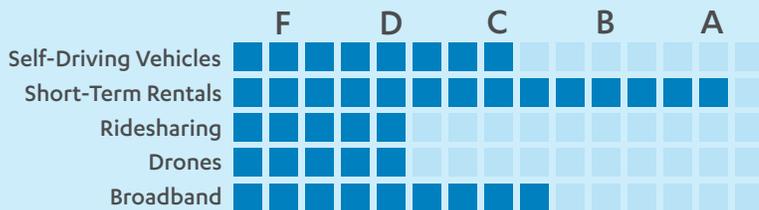
Air quality is below the WHO's standard, but nearly 100 percent of the population has access to clean and protected water sources.



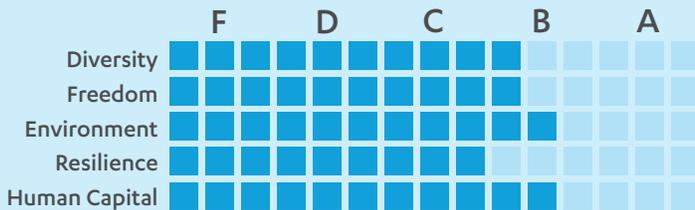
Freedom

There are above-average levels of both personal and political freedom.

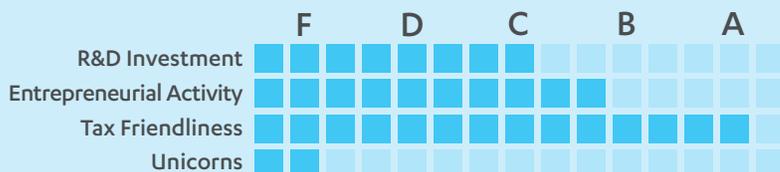
Technology



Society



Economy



ABOUT THE SCORECARD

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

ABOUT CTA

The Consumer Technology Association (CTA)[™] is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES[®], the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

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